

Message Text

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TO SECSTATE WASHDC 8824

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INFO AMCONSUL KARACHI

AMCONSUL LAHORE

UNCLAS ISLAMABAD 1362

E.O. 11652: N/A

TAGS: BEXP, PK

SUBJ: BUDGET AUTHORIZATION FOR MARKET RESEARCH STUDIES

REF: STATE 020283

1. REFTEL AUTHORIZES EXPENDITURE OF DOLS 3,600 (RS. 35,640) FOR THREE MARKET RESEARCH STUDIES POR FY 75 TO COVER STAFF EXPENSES, IN-COUNTRY TRAVEL, PER DIEM, OUTSIDE PROFESSIONAL AND CLERICAL SUPPORT ESSENTIAL FOR TIMELY COMPLETION OF STUDIES.

2. WE BELIEVE THIS AUTHORIZATION TO BE MORE THAN SUFFICIENT TO MEET ALL EXPENSES FOR MARKET RESEARCH STUDIES. UTILITY OF ALLOTTED SUM WOULD BE CONSIDERABLY ENHANCED, HOWEVER, IF AUTHORIZATION WERE AMENDED TO PERMIT UTILIZATION OF FUNDS TO COVER HOSPITALITY EXPENSES INCURRED IN CONNECTION WITH MARKET RESEARCH STUDIES. EXPERIENCE OF CONGEN KARACHI, WHICH PERFORMS MOST MARKET STUDIES, SHOWS THAT ENTERTAINMENT OF KNOWLEDGEABLE SOURCES WHILE TRAVELING AND ALSO AT POST GREATLY FACILITATES TIMELY COMPLETION OF STUDIES. WE WOULD, THEREFORE, APPRECIATE URGENT ACTION BY COMMERCE TO AMEND BUDGET AUTHORIZATION TO COVER SUCH EXPENSES.

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